

UNREDACTED VERSION REFILED PURSUANT TO DKTS. 253, 320, 325-5
ORIGINALLY FILED AT DKT. 281-48

Exhibit 39

From: Pawel Chrzan </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=D573E31640074E858D74A0A540B05A9A>
To: Josh Geller
Sent: 11/28/2016 4:25:15 AM
Subject: Re: [tasks] #14589466: Outcome prediction (reach/engagment) failing

#14589466 - Outcome prediction (reach/engagment) failing

RECENT ACTIVITY

Pawel Chrzan commented: Hey Josh thanks for looking into this :)

1) if you look at graphs I don't mind that we will very rarely have very small audience and get 0 that is fine. What I care about is those huge spikes in a chart where for like 30m-1h everyone seems to be getting reach estimation of 0.

2) From our past studies we have seen that not having reach estimation costs us ~8-9% of Revenue. So if we look at number of people experiencing the issue as a percentage of total LWI traffic you can get to a number that is probably above 50k (last time I calculated it).

You should read this data set as sum of distinct users with failure to get a reach estimation upon entry to the LWI dialog per 30 minutes.

The 2 failures per week I mention is just looking at graph for last 30 days.

I saw that it was spiking around twice a week - everyone was failing ~ around twice a week.

Besides those 2 short breakages service works fine.

ALSO big note. It seems to have stabilised as we haven't seen an issue since 18th.

[Comment](#) · [Close](#) · [Unsubscribe](#) · [Assign](#) · [Add Subscribers](#) · [Tag](#) · [Set Priority](#) · [Star](#)

STATUS Open

PRIORITY  Mid

OWNER Pawel Chrzan

CREATED Nov 16, 2016 4:26am by Pawel Chrzan

DESCRIPTION We see on average 2 failures of outcome prediction per week for everyone in LWI

<https://fburl.com/539629774> local awareness

<https://fburl.com/539631869> boosted post

Are you guys aware of this?

What is due to?

Over last month it probably costed us more than \$ 50k

SUBSCRIBERS Josh Geller Pawel Chrzan Zhen Tang

COMMENT HISTORY

Josh Geller There are any number of reasons why this can happen -- in particular for small audiences (i.e. less than 500 people), there's a fairly good chance we won't get any users from cocoon and there isn't really anything we can do about that for now, though Zhen is working on

making predictions even for that case. Do you have any more details than just this? Do you have any way to repro? And how'd you get the \$50k/month number?

Nov 16, 2016 6:18am

Josh Geller Also how should I read this dataset? Is the y-axis total failures? If so, how do you get to 2 failures/week for everyone?

Nov 16, 2016 6:21am

Pawel Chrzan Hey Josh thanks for looking into this :)

1) if you look at graphs I don't mind that we will very rarely have very small audience and get 0 that is fine. What I care about is those huge spikes in a chart where for like 30m-1h everyone seems to be getting reach estimation of 0.

2) From our past studies we have seen that not having reach estimation costs us ~8-9% of Revenue. So if we look at number of people experiencing the issue as a percentage of total LWI traffic you can get to a number that is probably above 50k (last time I calculated it).

You should read this data set as sum of distinct users with failure to get a reach estimation upon entry to the LWI dialog per 30 minutes.

The 2 failures per week I mention is just looking at graph for last 30 days.

I saw that it was spiking around twice a week - everyone was failing ~ around twice a week.

Besides those 2 short breakages service works fine.

ALSO big note. It seems to have stabilised as we haven't seen an issue since 18th.

Nov 28, 2016 4:24am

Got feedback about this email? Hit us up! [Tasks Feedback](#)

[Customize your notifications at Email Settings](#)